

Stay close to your customers with social media

Increase your takeout sales!

Social distancing measures may keep people apart, but that doesn't mean you can't reach them. More and more, people are searching for culinary solutions to too much home-cooking, and their go-to solution is the internet. Here's a short overview of how you can enhance your presence on the web, along with tools you can use that won't cost you a fortune.



Start with a Google "My Business" page

Millions of people search for restaurants every day. **Stand out in a Google search, and give customers more ways to reach you with a free business profile.** You can build it and publish it in just minutes. Add photos of your most delicious menu items - and even post videos! **You're in control of how your business looks.**

- YOU own your page.
- You don't need any IT knowledge or skills to create it.
- Managing your profile is easy! Make changes whenever you want, and keep your customers informed.
- Use good quality pictures to pique their appetites!

Create your own Google "My Business" page here:
https://www.google.com/intl/en_en/business/business-profile/

Create your own website

While it may seem intimidating, even people with no IT background or experience **can create their own websites** quickly and inexpensively. A positive online presence is important for every business. Use these free tools to get started on your own FREE custom website:

- Wix (wix.com)
- Jimdo (jimdo.com)

Wix offers more than 500 designer templates covering most every type of business. They're social media and SEO compatible. 1000s of free images are available, as well as custom domain names.

Jimdo is a modular system for users with minimal technical experience. Beautiful designs for restaurants are available. Just upload your images, add your info, and your online store is ready for service!

Both platforms let you set up sites that customers can use to order and pay for food. **And the best part:** No physical contact is required!



Set up a web store

For those with a bit more website knowledge, **Shopify is a great tool** for online sales and marketing. An app is available that lets you publish social media ads and send marketing e-mails. Diners can make reservations, read other customer reviews, and browse your menus. But if time for managing your web presence is scarce, Wix or Jimdo may be a simpler and easier option. **Here's a recap of these free web tools:**

- Shopify (shopify.com)
- Wix (wix.com)
- Jimdo (jimdo.com)

All these platforms are similar:

1. If you need a more complex site than the "free" version, decide on a cost structure that fits your budget.
2. Choose a designer template and customize it for your business.
3. Upload photos, descriptions, prices, etc.
4. Set up your payment option (i.e., credit card, debit card, PayPal, etc.).
5. Advertise on multiple social media platforms, Google Ads, etc.
6. Sell lots of takeout!

Create social media accounts

Keep your customers hungry for more of your restaurant with stories about customer-favorite menu items, not-so-secret recipes you can share, and mouth-watering pictures of your specials and desserts. **Share your story if you're donating meals to good causes, or remodeling for a more enticing atmosphere.** Show them the good stuff you're doing during this pause in onsite dining. Give your customers all your best appetizers with these tools, so they'll want more:

- Facebook
- Instagram

Set up a Facebook account with this link:

<https://www.facebook.com/business/industries/restaurants> and see what kinds of stories will help you maintain regular contact with your customers. Tips for setting up and photographing food for Instagram are here: <https://www.hopperhq.com/blog/restaurant-marketing-instagram/>

Both accounts are easy to set up, but don't stop there! Active maintenance and management of your accounts is critical. Like children and pets, they live and thrive based on the attention they receive. Be sure to interact with your social media accounts on a daily basis to maximize your return.

